Paul Mensah Agyei

Senior Lecturer · College of Distance Education
University of Cape Coast

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RESEARCH

Interests: positioning strategies · brand management · service quality research · green marketing · distance · Market Orientation · Distance Education/Open Learning research · Internal Marketing/Human Resource Management · Customer Loyalty · Service Management

Areas: Organizational Behavior and Human Resource Management · Social Psychology · Education · Demography · Information Systems and Management · Marketing

RESEARCH SUMMARY

21	372	8	8	4.28	38%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 21 publications listed below, 2013–2025. Field-weighted impact is the mean over the 16 works scored for it; 1.00 is the world average for works of the same field, type and year. 6 of the 16 papers scored for it are among the world's most cited tenth for their field, type and year.

POSITIONS

Senior Lecturer 2012–present
College of Distance Education, Dept. of Business Studies, University of Cape Coast, Cape Coast, Ghana

EDUCATION AND QUALIFICATIONS

Post Graduate Diploma in Education 2016–2017
University of Cape Coast, Cape Coast, Ghana

PhD Marketing 2015–2022
Business School, Ghana Institute of Management and Public Administration, Achimota, Ghana

Master of Business Administration (Marketing) 2010–2012
Kenyatta University, Nairobi, Kenya

Bachelor of Management Studies 2005–2008
University of Cape Coast, Cape Coast, Ghana

Higher National Diploma (Purchasing and Supply) 1999–2001
Koforidua Technical University, Koforidua, Ghana

PUBLICATIONS

Journal articles 20

1. **Paul Mensah Agyei**, Joyce Kwakyewaa Dankyi, Vincent Mensah Minadzi, Lydia Aframea Dankyi, Moses Segbenya (2025). Corporate Social Responsibility of Universities: Exploring the University of Cape Coast's Version Towards Her Surrounding Communities. *Journal of Community & Applied Social Psychology*. https://doi.org/10.1002/casp.70060
2. **Paul Mensah Agyei**, Joyce Kwakyewaa Dankyi, Vincent Mensah Minadzi, Lydia Aframea Dankyi, Moses

Segbenya (2025). Exploring the interplay between guidance services and career success: Unveiling the key determinants? *PLoS ONE*. https://doi.org/10.1371/journal.pone.0314200

3. Nester Kumiwaa Owusu, Richard Kofi Boateng, **Paul Mensah Agyei**, Jacinta Martina Annan, Eunice Ayensu, Raphael Papa Kweku Andoh (2025). Job autonomy and innovative work behaviour among teachers in Ghana: mediating role of employee work engagement. *On the Horizon The International Journal of Learning Futures*. https://doi.org/10.1108/oth-06-2024-0032
4. Lydia Aframea Dankyi, Vincent Mensah Minadzi, Moses Segbenya, **Paul Mensah Agyei**, Joyce Kwakyewaa Dankyi (2024). Examining stakeholders' perception of sixty-six years of guidance service delivery in Ghana: the explanatory sequential mixed method perspectives. *Cogent Social Sciences*. https://doi.org/10.1080/23311886.2024.2337900
5. Evans kofi Bediako, Eric Gonu, **Paul Mensah Agyei**, Richard Kofi Opoku (2024). Web 2 adoption and performance of telecommunication firms in Ghana: a study of MTN Ghana. *Cogent Business & Management*. https://doi.org/10.1080/23311975.2024.2340460
6. Eric Gonu, **Paul Mensah Agyei**, Opoku Kofi Richard, Mary Asare-Larbi (2023). Customer orientation, service quality and customer satisfaction interplay in the banking sector: An emerging market perspective. *Cogent Business & Management*. https://doi.org/10.1080/23311975.2022.2163797
7. Maame Boadiwaa Armoh, **Paul Mensah Agyei**, Ahmed Bossman, Eric Gonu, Mary Asare-Larbi (2023). Effect of supplier appraisal on firm performance in Ghana: Views of employees of selected manufacturing firms. *Scientific African*. https://doi.org/10.1016/j.sciaf.2023.e01829
8. **Paul Mensah Agyei**, Chei Bukari, Nathaniel Amoah (2023). Market orientation of entrepreneurial university distance education and sustainable competitive advantage relationships: The mediating role of employee engagement. *Cogent Social Sciences*. https://doi.org/10.1080/23311886.2023.2198783
9. Ernest Awuku, **Paul Mensah Agyei**, Eric Gonu (2023). Service innovation practices and customer loyalty in the telecommunication industry. *PLoS ONE*. https://doi.org/10.1371/journal.pone.0282588
10. Moses Segbenya, Lydia Aframea Dankyi, Joyce Kwakyewaa Dankyi, **Paul Mensah Agyei**, Vincent Mensah Minadzi (2023). Sixty-six years of a guidance service delivery in Ghana: Analysis of stakeholders' attitudes and perceived relevance on career success. *Cogent Education*. https://doi.org/10.1080/2331186x.2023.2188805
11. **Paul Mensah Agyei**, Franklyn Manu, Stanley Coffie (2022). Positioning strategies for B2B service markets. *Industrial Marketing Management*. https://doi.org/10.1016/j.indmarman.2022.09.010
12. Raphael Papa Kweku Andoh, Elizabeth Cornelia Annan-Prah, Emmanuel Afreh Owusu, **Paul Mensah Agyei** (2022). Trainees' aversions of employee training programs. *European journal of training and development*. https://doi.org/10.1108/ejtd-02-2022-0022
13. Vera Arhin, Samuel Yaw Ampofo, Moses Segbenya, Beatrice Asante Somauh, Vincent Mensah Minadzi, Lydia Aframea Dankyi, **Paul Mensah Agyei**, Joyce Kwakyewaa Dankyi, John Ekow Laryea, Peter Brown (2021). Effect of Face-to-Face Tutoring on Academic Performance of Distance Learners: Implications for Educational Practice. *Universal Journal of Educational Research*. https://doi.org/10.13189/ujer.2021.090319
14. Raphael Papa Kweku Andoh, Robert Appiah, **Paul Mensah Agyei** (2020). Postgraduate Distance Education in University of Cape Coast, Ghana: Students' Perspectives. *The International Review of Research in Open and Distributed Learning*. https://doi.org/10.19173/irrodl.v21i2.4589
15. **Paul Mensah Agyei** (2018). Effective Service Quality in Short-Lived Promotions; Its Effects on Brand Loyalty in the Teenage Segment. *World Review of Business Research*.
16. Isaac Christopher Otoo, Juliet Assuming, **Paul Mensah Agyei** (2018). Effectiveness of Recruitment and Selection Practices in Public Sector Higher Education Institutions: Evidence from Ghana. *European Scientific Journal ESJ*. https://doi.org/10.19044/esj.2018.v14n13p199
17. E Frimpong-Manso, **Paul Mensah Agyei** (2018). Effects of Outsourcing on Banking Staff Productivity: A Case Study of Barclays Bank Ghana Limited, Cape Coast - Ghana. *Journal of Economics and Finance (IOSR - JEF)*. https://www.academia.edu/download/79531589/H0904035460.pdf
18. **Paul Mensah Agyei** (2014). Relationship between corporate image and customer loyalty in the mobile

telecommunication market in Kenya. *Management Studies*. https://www.academia.edu/download/35212031/Management_Studies_ISSN_2328-2185__Vol.2__No.5__2014.pdf#page=28

19. Emma Dawson Brew, Musa Balarade, **Paul Mensah Agyei**, Simon-Peter Kafui Aheto (2013). THE INFLUENCE OF TEACHER MOTIVATION ON THE ACADEMIC PERFORMNACE OF DISTANCE LEARNERS OF UNIVERSITY OF CAPE COAST.

20. **Paul Mensah Agyei** (2013). The relationship between service quality and customer loyalty in the Kenyan mobile telecommunication service industry. *European journal of Business and Management*. https://www.academia.edu/download/51230490/7470-9791-1-PB.pdf

Conference papers 1

1. **Paul Mensah Agyei** (2017). Co-Creation in Curriculum Development in Higher Educational Institution: A Strategic Approach to Gr aduate Employment in Ghana. *Global Business Research Confere nce 13 - 14 July 2017, LIUC-Universita Cattaneo, Milan, Italy ISBN: 978-1-925488-37-1*.